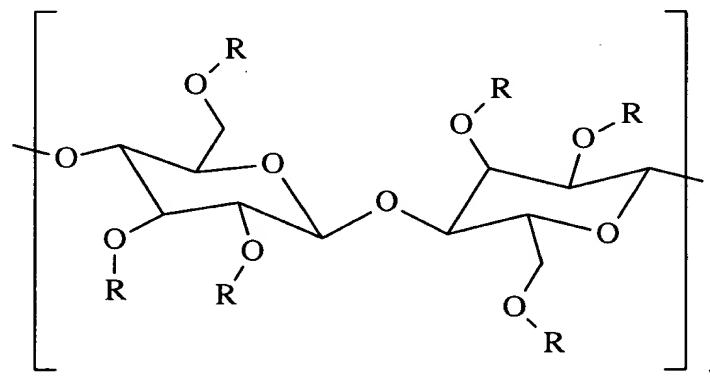
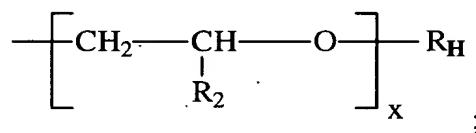


selected from the group consisting of: helps clothes look healthier, helps stop wear before it starts, maintains the appearance of clothes, helps prevent clothes from looking worn out, strengthens while it cleans for better looking clothes, strengthens threads so clothes look better, helps prevent clothes from looking worn, helps prevent wear and tear in the washer that can make clothes look old, helps keep clothes from aging, helps clothes come out of the washer looking as good as when they went in, helps preserve the fabric integrity of clothes, strengthens threads from the inside out for better looking clothes, extends the life of clothes, is like a vitamin for clothes, works like an anti-aging product on clothes, is like calcium for clothes, is like a supplement for clothes, after just 10 washes clothes look better than they would if you washed them with other detergents, fortifies threads for healthier looking clothes, helps prevent clothes from looking old before their time, is like stopping time for your clothes so they stay looking good.

13. The detergent composition of claim 12, wherein the hydrophobically modified cellulosic based polymers or oligomers are of the general formula:

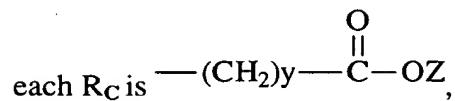


wherein each R is selected from the group consisting of R_2 , R_C , and



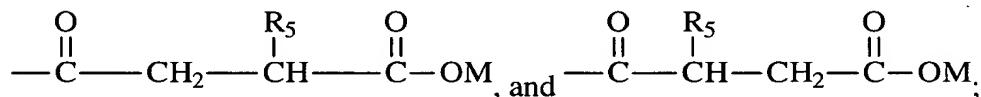
wherein:

each R_2 is independently selected from the group consisting of H and C_1-C_4 alkyl;



wherein each Z is independently selected from the group consisting of M, R_2 , R_C , and R_H ;

each R_H is independently selected from the group consisting of C_5-C_{20} alkyl, C_5-C_7 cycloalkyl, C_7-C_{20} alkylaryl, C_7-C_{20} arylalkyl, substituted alkyl, hydroxyalkyl, C_1-C_{20} alkoxy-2-hydroxyalkyl, C_7-C_{20} alkylaryloxy-2-hydroxyalkyl, $(R_4)_2N$ -alkyl, $(R_4)_2N$ -2-hydroxyalkyl, $(R_4)_3N$ -alkyl, $(R_4)_3N$ -2-hydroxyalkyl, C_6-C_{12} aryloxy-2-hydroxyalkyl,



each R_4 is independently selected from the group consisting of H, C_1-C_{20} alkyl, C_5-C_7 cycloalkyl, C_7-C_{20} alkylaryl, C_7-C_{20} arylalkyl, aminoalkyl, alkylaminoalkyl, dialkylaminoalkyl, piperidinoalkyl, morpholinoalkyl, cycloalkylaminoalkyl and hydroxyalkyl;

each R_5 is independently selected from the group consisting of H, C_1-C_{20} alkyl, C_5-C_7 cycloalkyl, C_7-C_{20} alkylaryl, C_7-C_{20} arylalkyl, substituted alkyl, hydroxyalkyl, $(R_4)_2N$ -alkyl, and $(R_4)_3N$ -alkyl;

wherein:

M is a suitable cation selected from the group consisting of Na, K, $1/2Ca$, and $1/2Mg$;

each x is from 0 to about 5;

each y is from about 1 to about 5; and

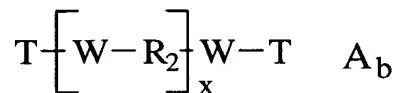
provided that:

the Degree of Substitution for group R_H is between about 0.001 and 0.1,;

the Degree of Substitution for group R_C wherein Z is H or M is between about 0.2 and 2.0;

if any R_H bears a positive charge, it is balanced by a suitable anion; and two R_4 's on the same nitrogen can together form a ring structure selected from the group consisting of piperidine and morpholine.

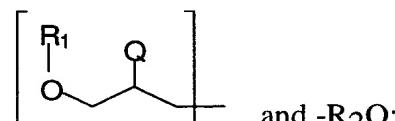
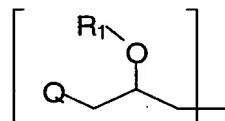
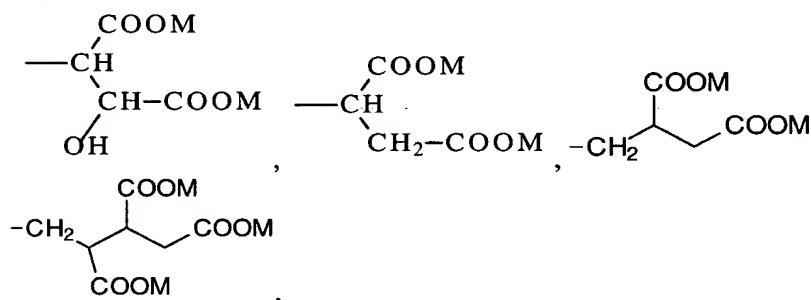
14. The detergent composition of claim 12, wherein the cyclic amine based polymers, oligomers or copolymers are of the general formula:



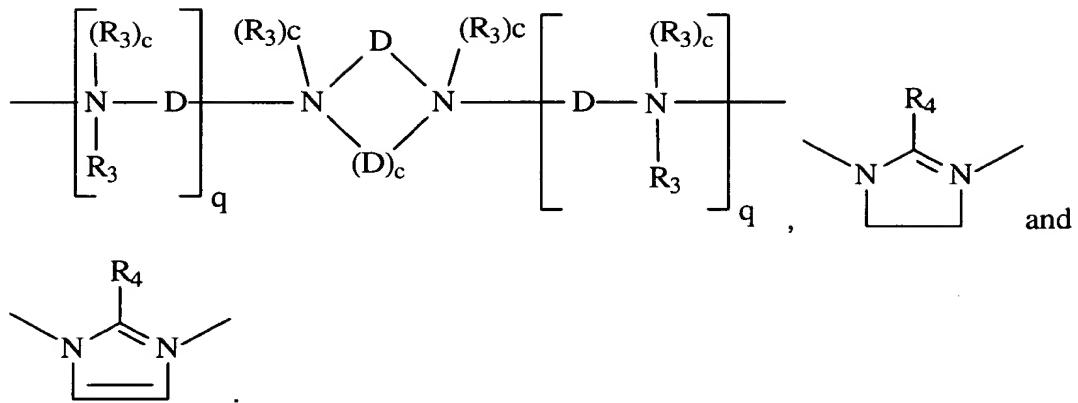
wherein;

each T is independently selected from the group consisting of H, C₁-C₁₂ alkyl, substituted alkyl, C₇-C₁₂ alkylaryl, -(CH₂)_hCOOM, -(CH₂)_hSO₃M, CH₂CH(OH)SO₃M, -(CH₂)_hOSO₃M,

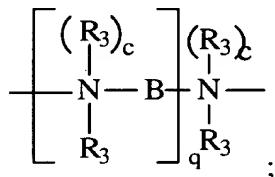
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-wherein W comprises at least one cyclic constituent selected from the group consisting of:

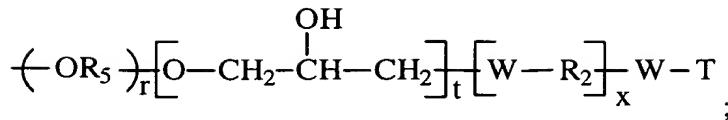


in addition to the at least one cyclic constituent, W may also comprise an aliphatic or substituted aliphatic moiety of the general structure;

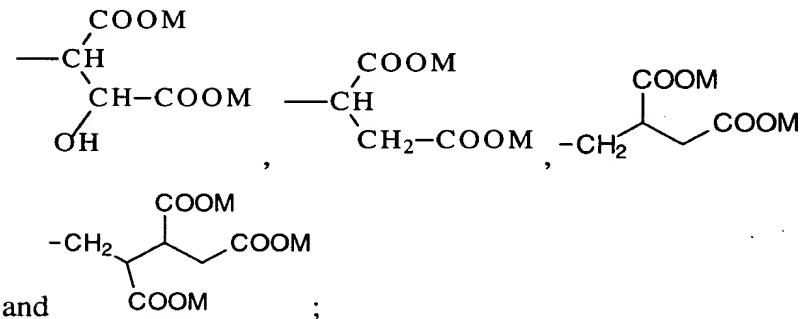


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- each B is independently C₁-C₁₂ alkylene, C₁-C₁₂ substituted alkylene, C₃-C₁₂ alkenylene, C₈-C₁₂ dialkylarylene, C₈-C₁₂ dialkylarylenediyl, and -(R₅O)_nR₅;
- each D is independently C₂-C₆ alkylene;
- each Q is independently selected from the group consisting of hydroxy, C₁-C₁₈ alkoxy, C₂-C₁₈ hydroxyalkoxy, amino, C₁-C₁₈ alkylamino, dialkylamino, trialkylamino groups, heterocyclic monoamino groups and diamino groups;
- each R₁ is independently selected from the group consisting of H, C₁-C₈ alkyl and C₁-C₈ hydroxyalkyl;
- each R₂ is independently selected from the group consisting of C₁-C₁₂ alkylene, C₁-C₁₂ alkenylene, -CH₂-CH(OR₁)-CH₂, C₈-C₁₂ alkarylene, C₄-C₁₂ dihydroxyalkylene, poly(C₂-C₄ alkyleneoxy)alkylene, H₂CH(OH)CH₂OR₂OCH₂CH(OH)CH₂-, and C₃-C₁₂ hydrocarbyl moieties; provided that when R₂ is a C₃-C₁₂ hydrocarbyl moiety the hydrocarbyl moiety can comprise from about 2 to about 4 branching moieties of the general structure:



-each R_3 is independently selected from the group consisting of H, O, R_2 , C_1 - C_{20} hydroxyalkyl, C_1 - C_{20} alkyl, substituted alkyl, C_6 - C_{11} aryl, substituted aryl, C_7 - C_{11} alkylaryl, C_1 - C_{20} aminoalkyl, $-(CH_2)_h COOM$, $-(CH_2)_h SO_3M$, $CH_2 CH(OH) SO_3M$, $-(CH_2)_h OSO_3M$,



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-each R_4 is independently selected from the group consisting of H, C_1 - C_{22} alkyl, C_1 - C_{22} hydroxyalkyl, aryl and C_7 - C_{22} alkylaryl;

-each R_5 is independently selected from the group consisting of C_2 - C_8 alkylene, C_2 - C_8 alkyl substituted alkylene; and

A is a compatible monovalent or di or polyvalent anion;

M is a compatible cation;

b = number necessary to balance the charge;

each x is independently from 3 to about 1000;

each c is independently 0 or 1;

each h is independently from about 1 to about 8;

each q is independently from 0 to about 6;

each n is independently from 1 to about 20;

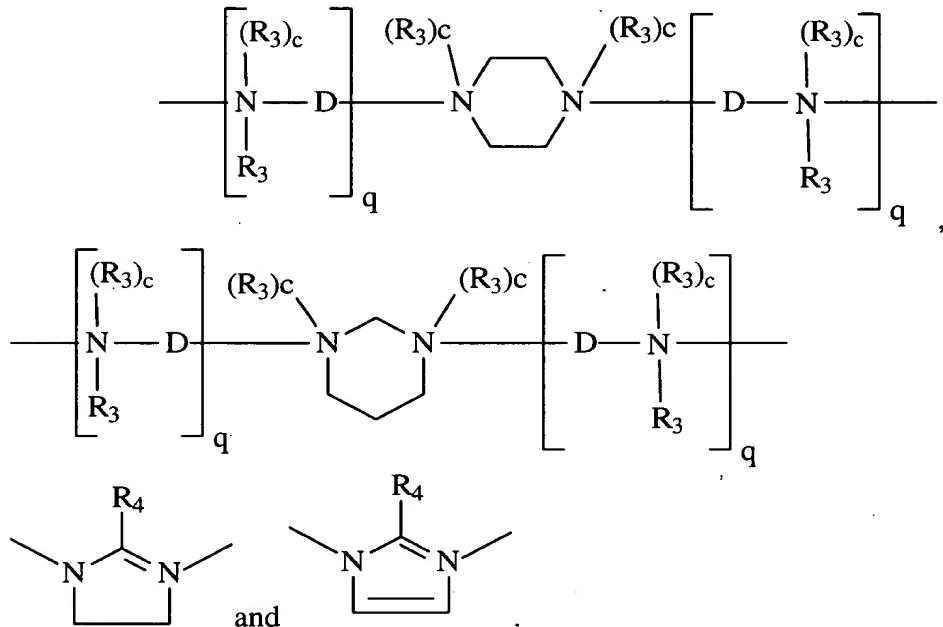
each r is independently from 0 to about 20; and

each t is independently from 0 to 1.

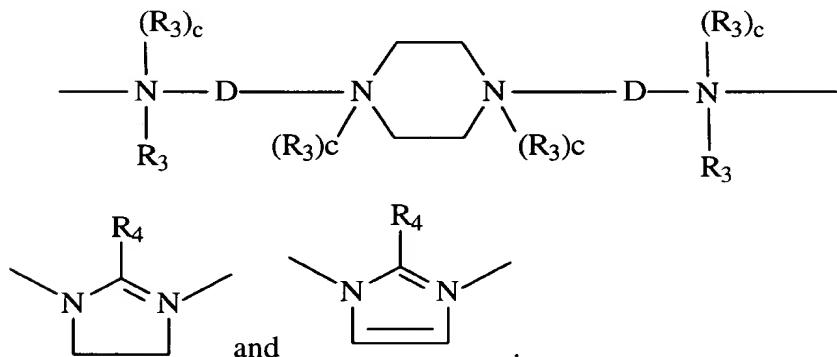
15. The detergent composition of claim 12, wherein the cyclic amine based polymers, oligomers or copolymers are adducts selected from the group

consisting of piperazine, piperadine, epichlorohydrin, epichlorohydrin benzyl quat, epichlorohydrin methyl quat, morpholine and mixtures thereof.

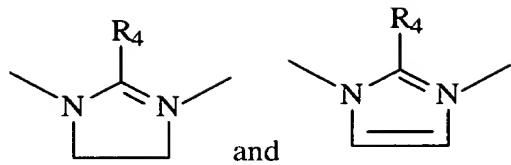
16. The detergent composition of claim 14, wherein each R_1 is H and at least one W is selected from the group consisting of:



17. The detergent composition of claim 14, wherein each R_1 is H and at least one W is selected from the group consisting of:



18. The detergent composition of claim 14, wherein each R_1 is H and at least one W is selected from the group consisting of:



19. The detergent composition of claim 13, wherein each R_H is independently selected from the group consisting of C_5 - C_{20} alkyl, C_5 - C_7 cycloalkyl, C_7 - C_{20} alkylaryl, C_7 - C_{20} arylalkyl, substituted alkyl, hydroxyalkyl, C_1 - C_{20} alkoxy-2-hydroxyalkyl, C_7 - C_{20} alkylaryloxy-2-hydroxyalkyl, $(R_4)_2N$ -alkyl, $(R_4)_2N$ -2-hydroxyalkyl, $(R_4)_3N$ -alkyl, $(R_4)_3N$ -2-hydroxyalkyl, and C_6 - C_{12} aryloxy-2-hydroxyalkyl.

20. The detergent composition of claim 13, wherein each R_H is independently

selected from the group consisting of $\begin{array}{c} O \\ \parallel \\ C \end{array} - \begin{array}{c} R_5 \\ | \\ CH \end{array} - \begin{array}{c} O \\ \parallel \\ C \end{array} - \begin{array}{c} R_5 \\ | \\ CH_2 \end{array}$,

$\begin{array}{c} O \\ \parallel \\ C \end{array} - \begin{array}{c} R_5 \\ | \\ CH_2 \end{array} - \begin{array}{c} O \\ \parallel \\ C \end{array} - OM$, and $\begin{array}{c} O \\ \parallel \\ C \end{array} - \begin{array}{c} R_5 \\ | \\ CH \end{array} - CH_2 - \begin{array}{c} O \\ \parallel \\ C \end{array} - OM$.

21. The detergent composition of claim 13, wherein the cellulosic based polymer or oligomer has an average molecular weight of from about 5,000 to about 2,000,000.

22. A laundry additive composition comprising:

from about 1% to about 80% by weight of water; and

from about 0.01% to about 5.0%, by weight of a fabric enhancing component selected from the group consisting of cyclic amine based polymers, oligomers or copolymers, hydrophobically modified cellulosic based polymers or oligomers, and mixtures thereof; and

wherein the laundry additive composition is contained within an interior chamber of a container, the container further comprising an exterior surface wherein the exterior surface contains a description of the composition comprising language selected from the group consisting of: helps clothes look

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✓
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✓

healthier, helps stop wear before it starts, maintains the appearance of clothes, helps prevent clothes from looking worn out, strengthens while it cleans for better looking clothes, strengthens threads so clothes look better, helps prevent clothes from looking worn, helps prevent wear and tear in the washer that can make clothes look old, helps keep clothes from aging, helps clothes come out of the washer looking as good as when they went in, helps preserve the fabric integrity of clothes, strengthens threads from the inside out for better looking clothes, extends the life of clothes, is like a vitamin for clothes, works like an anti-aging product on clothes, is like calcium for clothes, is like a supplement for clothes, after just 10 washes clothes look better than they would if you washed them other detergents, fortifies threads for healthier looking clothes, helps prevent clothes from looking old before their time, is like stopping time for your clothes so they stay looking good..

23. The laundry additive composition of claim 22, wherein the composition further comprises a pH adjuster and one or more fabric softening components.

24. The detergent composition of claim 12, wherein the composition further comprises a deterutive enzyme and preferably comprises an enzyme stabilization system.

25. The detergent composition of claim 12, wherein the composition further comprises an inorganic peroxygen bleaching compound, which is preferably selected from the group consisting of alkali metal salts of perborate, percarbonate and mixtures thereof, and a bleach activator, which is preferably nonanoyloxybenzene sulfonate.

26. The detergent composition of claim 12, wherein the composition further comprises a cellulase enzyme.

27. The detergent composition of claim 25, wherein the composition further comprises a cellulase enzyme.